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UNIVERSITY OF GALWAY

MSc Marketing Practice

CV & Personal Statement Guidelines

[2025/26 Edition]

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Introduction 🍷

Welcome to the **MSc Marketing Practice** programme at the University of Galway! This guide will help you create application materials that stand out in today's competitive digital landscape. Marketing is constantly evolving—your application should showcase not only your academic achievements but also your **digital fluency**, **creativity**, and **personal brand**.

⚠ Important Note

The MSc Marketing Practice is a unique programme that combines academic learning with real-world experience. Your application should specifically address why you're interested in this practice-based approach to marketing education and how it aligns with your career goals.

📖 Helpful Resources

Programme Information: [University of Galway - MSc Marketing Practice](#)

Current Industry Trends: [Marketing Week](#) | [Think with Google](#)

(Optional – Not Required for Admission, but Useful) Portfolio Platforms:

[Behance](#) | [Wix](#) | [Notion](#)



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1 Personal Statement Guidelines



Your personal statement is your opportunity to showcase your unique qualities, experiences, and aspirations. It should be authentic, concise, and demonstrate your passion for marketing and specifically for the **MSc Marketing Practice programme**.

Pro Tips

Write in your own voice—be genuine and conversational! Avoid clichés and overly formal language. Your personal statement should be as unique as your digital footprint. 😊

1.1 Length and Format

One page is ideal (approximately 400-500 words). Use a clean, professional font and structure your content with clear paragraphs. Consider using subtle visual elements that reflect your personal brand while maintaining professionalism.

1.2 Content Structure

While there's no rigid formula, your personal statement should cover these key areas:

*** Opening Impact Statement**

Start with a compelling hook that grabs attention—a marketing insight, a digital trend you're passionate about, or a brief story that illustrates why you're drawn to marketing. This should immediately communicate your unique perspective.

Educational Journey

Briefly outline your academic background, focusing on how it has shaped your understanding of marketing. Highlight specific courses, projects, or experiences that sparked your interest in marketing strategy, digital platforms, or consumer behavior.

Digital Fluency and Skills

Demonstrate your understanding of modern marketing by discussing your experience with digital platforms, content creation, data analysis, or social media management. Show how you've applied these skills in real-world contexts.



Work Experience & Projects

Highlight relevant experiences, focusing on what you learned and how you contributed. This could include internships, part-time jobs, volunteer work, or significant class projects where you applied marketing principles.

Your Marketing Perspective

Share your unique viewpoint on marketing trends, challenges, or opportunities. This shows critical thinking and genuine interest in the field beyond coursework.

Personal Brand and Differentiators

What makes you stand out? Discuss unique skills, experiences, or perspectives that differentiate you from other applicants. This might include language skills, creative abilities, technical expertise, or cross-cultural experiences.

Why MSc Marketing Practice Specifically

Articulate why you're interested in this particular programme. Reference the programme's unique aspects—such as its practice-based approach, placement opportunities, or specific modules—and explain how these align with your learning goals and career aspirations.

Future Vision

Articulate your career aspirations and how the MSc Marketing Practice programme fits into your professional development plan. Be specific about the skills you hope to develop and how you plan to contribute to the marketing industry.

Closing Statement

End with a strong conclusion that reinforces your enthusiasm for the programme and readiness to contribute to the marketing industry.

Pro Tips

Before submitting, share your personal statement with someone who knows you well. Ask them: “Does this sound like me?” Your personal statement should reflect your authentic voice while maintaining professionalism. ✓



2 CV Guidelines



Your CV is your first marketing campaign with yourself as the product! It should showcase your personal brand and potential value to employers and the MSc Marketing Practice programme selection committee.

Important Note

The MSc Marketing Practice programme includes work placements with leading companies. Your CV should highlight experiences and skills that demonstrate your readiness for professional marketing roles, as your application CV may be shared with potential placement employers.

2.1 CV Structure and Format

Design and Layout

Choose a clean, modern template that reflects your personal brand while maintaining professionalism. Ensure consistent spacing, font choices, and visual elements throughout the document. Your CV should be visually appealing and easy to scan.

Helpful Resources

Professional CV Templates:

[Canva Resume Templates](#)

[Overleaf LaTeX CV Templates](#)

[ResumeLabCV Templates](#)

Length

Two pages maximum. Be concise and prioritize relevant information.

Visual Elements

Consider subtle use of color, appropriate icons, or a personal logo to enhance visual appeal and make key information stand out. However, ensure these elements support rather than distract from your content.



2.2 Essential Content

Contact Information & Digital Presence

At the top of your CV, include:

- Full name (prominently displayed)
- Professional email address
- Mobile number
- Location (city and country)
- LinkedIn profile URL (customized)
- (Optional) Portfolio website or relevant social media profiles
- (Optional) GitHub or other relevant platform links (if applicable for technical marketing roles)

Professional Summary/Profile

Include a brief, impactful statement (2-3 sentences) that summarizes your marketing focus, key strengths, and career objectives. This should specifically mention your interest in the MSc Marketing Practice programme and how it aligns with your career goals.

Education

List your educational background in reverse chronological order:

- Degree, university, graduation date (or expected date)
- Relevant modules with grades (if impressive)
- Academic achievements or scholarships
- Relevant research projects or dissertations

For marketing-specific modules, consider using a more visual format:

Digital (85%)	Marketing	Consumer	Be-
Marketing Analytics (82%)	Marketing Strategy	behaviour (78%)	Management
Marketing Strategy (75%)		Social Media Mar-	keting (88%)

Key Marketing Projects

Highlight 2-3 significant marketing projects (if you participated in such activities) that demonstrate your skills and knowledge:



Project Example

Digital Marketing Campaign for [Company Name] (Grade: 85%)

Developed a comprehensive digital marketing strategy for a local restaurant with a €10,000 budget. Conducted competitor analysis, created customer personas, and designed a multi-channel campaign focusing on Instagram and TikTok. Proposed strategy projected to increase online engagement by 40% and in-store traffic by 25%.

Skills demonstrated: Strategic planning, digital channel selection, content strategy, performance metrics, budgeting


Work Experience

List experiences in reverse chronological order, focusing on **relevance to marketing**:

- Position title, company name, location, dates
- Key responsibilities and achievements using action verbs
- Quantifiable results where possible (percentages, numbers, metrics)
- Skills developed or demonstrated that relate to marketing practice

For non-marketing roles, emphasize transferable skills relevant to marketing practice (e.g., communication, creativity, analytical thinking, customer service, project management).

Pro Tips

When describing work experience, use the PAR method: Problem you addressed, Action you took, Results you achieved. For example: “Increased social media engagement by 32% by implementing a content calendar and strategy focused on user-generated content.” 

Digital & Technical Skills

Create a visual representation of your skills, possibly using progress bars, star ratings, or other visual indicators:

Digital Marketing Platforms

- Google Analytics
- Google Ads
- Facebook Business Manager
- LinkedIn Ads Platform

Content Creation Tools

- Adobe Creative Suite
- Canva
- Video editing software
- Content management systems

Marketing Technology

- CRM systems (HubSpot, Salesforce)
- Marketing automation
- Email marketing platforms
- SEO tools

Data & Analytics

- Data visualization
- A/B testing
- Analytics Software (R, Jamovi, SPSS)
- Excel/Google Sheets advanced functions



Extracurricular Activities & Achievements

Highlight experiences that demonstrate leadership, creativity, or other marketing-relevant skills:

- Student society involvement (especially marketing, business, or entrepreneurship societies)
- Volunteer work with marketing components
- Competitions or hackathons related to business or creativity
- Personal projects or side hustles that showcase marketing skills
- Sports or cultural activities that demonstrate teamwork or discipline


Languages & International Experience

Detail language proficiencies and any international experiences that might be relevant in a global marketing context. The MSc Marketing Practice programme values cultural awareness and international perspective.

References

Include 2-3 professional or academic references with their contact information and relationship to you. Ensure you have their permission before listing them.

Pro Tips

Before submitting your CV, ask yourself: “If I had only 30 seconds to review this document, what would stand out?” Ensure your most impressive achievements and relevant skills are immediately visible. 




3 Building Your Personal Brand for MSc Marketing Practice

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Your CV and personal statement are components of your broader personal brand. Consider these additional elements to strengthen your application to the MSc Marketing Practice programme:

3.1 LinkedIn Optimization

 Ensure your LinkedIn profile is complete, professional, and aligns with your CV. Consider publishing relevant content or engaging with industry discussions to demonstrate your marketing interest.

Helpful Resources

LinkedIn Profile Optimization Guide:

[LinkedIn Headline Examples and Tips](#)


[20 steps to a better LinkedIn profile](#)

Industry Groups to Follow:

[Digital Marketing Institute](#)

[HubSpot Social Media Resources](#)

3.2 Online Presence Audit

 Review your social media profiles to ensure they reflect the professional image you want to project. Consider creating content that showcases your marketing insights and creativity.

Important Note

Remember that potential placement employers for the MSc Marketing Practice programme may review your online presence. Ensure your social media accounts present you as a marketing professional, or adjust your privacy settings accordingly.

3.3 MSc Marketing Practice Specific Preparation

 Research the specifics of the programme to tailor your application.

- Review the programme structure and highlight modules of particular interest
- Research past placement companies and identify those you'd be interested in working with
- Connect with current students or alumni on LinkedIn to gain insights
- Follow University of Galway marketing faculty on academic platforms
- Familiarize yourself with the J.E. Cairnes School of Business & Economics' research focus areas



3.4 (Optional) Digital Portfolio

While a digital portfolio is not required for admission, it can be a valuable way to showcase your creativity and marketing experience. If you have relevant projects, you may consider including them in a portfolio, but this will not impact your eligibility for the MSc Marketing Practice programme. The portfolio should be visually appealing, easy to navigate, and highlight your strongest work.

Portfolio Example

A well-organized digital portfolio can highlight your marketing experience and creativity. If you choose to create one, you might include:

- Marketing campaign concepts you've developed
- Content you've created for social media or blogs
- Design work for marketing materials
- Marketing analysis projects
- Results from any marketing initiatives you've led

Note: Submitting a digital portfolio is completely optional and is not required for admission to the MSc Marketing Practice programme.

4 Final Checklist



Before submitting your application to the MSc Marketing Practice programme, ensure:

- ✓ CV and personal statement are free from spelling and grammatical errors
- ✓ All links to digital portfolios or profiles work correctly
- ✓ Documents are saved in PDF format with professional file names
- ✓ Application materials present a consistent personal brand
- ✓ Someone else has reviewed your materials for clarity and impact
- ✓ Your documents specifically address the MSc Marketing Practice programme
- ✓ You've highlighted relevant marketing experience and skills
- ✓ Your personal statement explains why you're interested specifically in this practice-based programme
- ✓ You've included quantifiable achievements where possible
- ✓ Your online presence aligns with your application materials



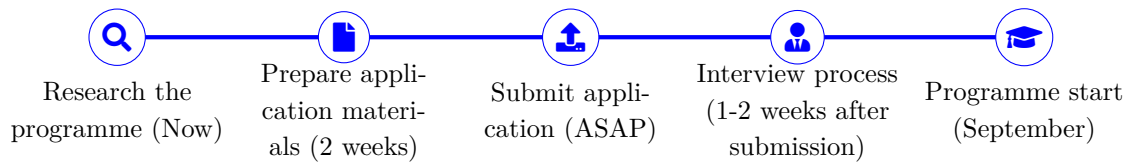
💡 Pro Tips

Remember that your application is a marketing campaign with yourself as the product. Every element should be strategic, authentic, and designed to showcase your unique value proposition as a potential MSc Marketing Practice student. 🧠

5 Application Timeline & Process



Understanding the full application process for the MSc Marketing Practice programme will help you plan effectively:



⚠️ Important Note

The MSc Marketing Practice programme is **highly competitive**, with limited places available. **Early application** is recommended. Check the University of Galway website for specific application deadlines.

Best of luck with your application!

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